

Q1 Where are you based (tick one answer)?

Answered: 273 Skipped: 0

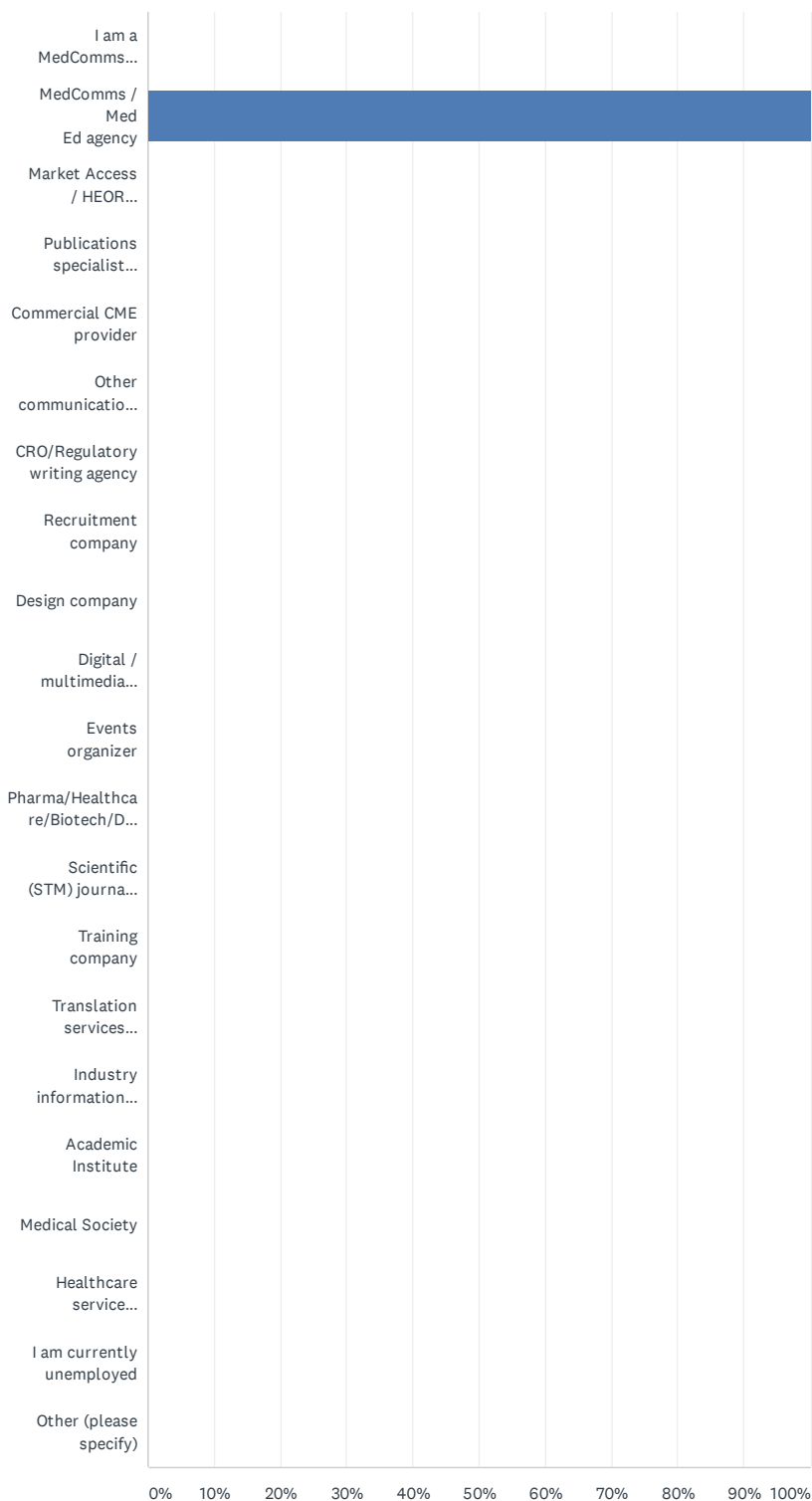


MedComms Networking Barometer 2020

ANSWER CHOICES	RESPONSES	
United Kingdom	86.45%	236
United States of America	6.96%	19
Belgium	0.00%	0
France	0.37%	1
Germany	0.00%	0
Italy	0.37%	1
Spain	0.37%	1
Scandinavia	0.00%	0
Switzerland	1.47%	4
The Netherlands	0.00%	0
Other Western Europe	0.73%	2
Central and Eastern Europe	0.00%	0
Canada	0.37%	1
Latin America	0.00%	0
Middle East	0.37%	1
Asia	1.10%	3
Australasia	1.47%	4
Africa	0.00%	0
TOTAL		273

Q2 What best describes where you currently work (we appreciate there will be some overlap of roles and nomenclature but please tick one “best” answer)?

Answered: 273 Skipped: 0



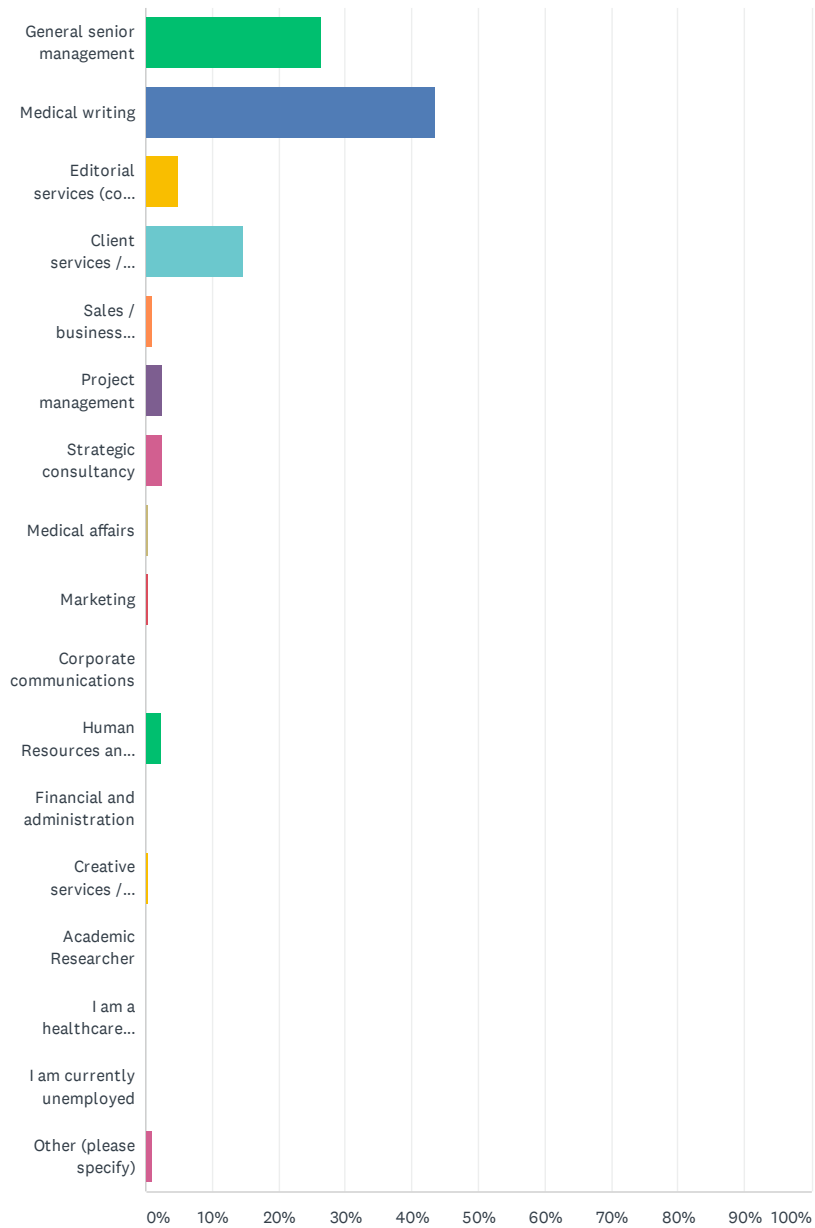
MedComms Networking Barometer 2020

ANSWER CHOICES	RESPONSES	
I am a MedComms freelancer / consultant / interim / independent	0.00%	0
MedComms / Med Ed agency	100.00%	273
Market Access / HEOR specialist agency	0.00%	0
Publications specialist agency	0.00%	0
Commercial CME provider	0.00%	0
Other communications agency (PR, branding etc)	0.00%	0
CRO/Regulatory writing agency	0.00%	0
Recruitment company	0.00%	0
Design company	0.00%	0
Digital / multimedia company	0.00%	0
Events organizer	0.00%	0
Pharma/Healthcare/Biotech/Devices company	0.00%	0
Scientific (STM) journals / books publishing company	0.00%	0
Training company	0.00%	0
Translation services provider	0.00%	0
Industry information services provider	0.00%	0
Academic Institute	0.00%	0
Medical Society	0.00%	0
Healthcare service organisation	0.00%	0
I am currently unemployed	0.00%	0
Other (please specify)	0.00%	0
TOTAL		273

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q3 What is the best fit, broad description, of your primary role (we appreciate there will be some overlap of roles and nomenclature but please tick one “best” answer)?

Answered: 273 Skipped: 0



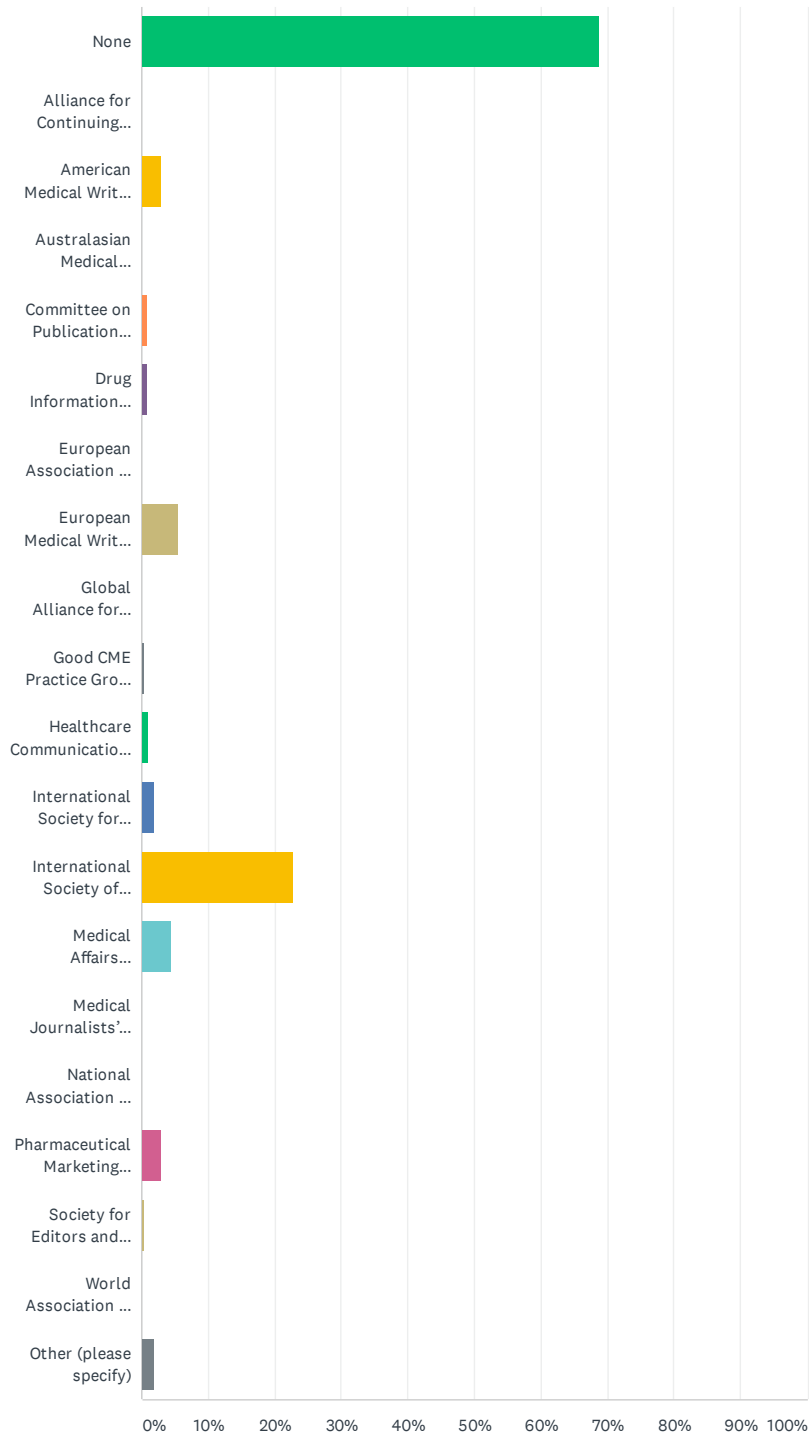
MedComms Networking Barometer 2020

ANSWER CHOICES	RESPONSES	
General senior management	26.37%	72
Medical writing	43.59%	119
Editorial services (copy / production editing / proof-reading)	4.76%	13
Client services / account management	14.65%	40
Sales / business development	1.10%	3
Project management	2.56%	7
Strategic consultancy	2.56%	7
Medical affairs	0.37%	1
Marketing	0.37%	1
Corporate communications	0.00%	0
Human Resources and recruitment	2.20%	6
Financial and administration	0.00%	0
Creative services / production / design	0.37%	1
Academic Researcher	0.00%	0
I am a healthcare professional	0.00%	0
I am currently unemployed	0.00%	0
Other (please specify)	1.10%	3
TOTAL		273

#	OTHER (PLEASE SPECIFY)	DATE
1	Medical communications associate	1/20/2020 1:56 PM
2	Scientific director of medical communications	1/2/2020 2:23 PM
3	Compliance and data protection	1/2/2020 12:35 PM

Q4 What relevant professional organizations are you a member of (tick all that apply)?

Answered: 273 Skipped: 0



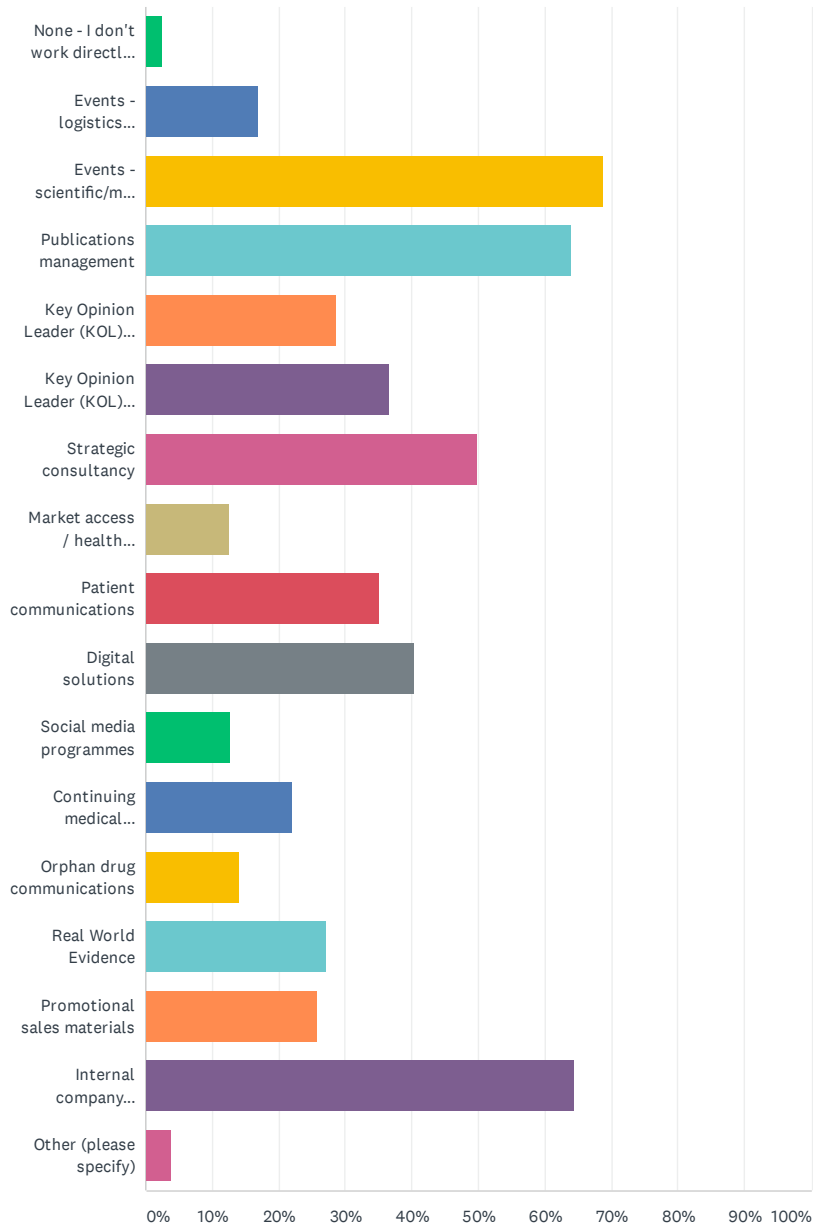
MedComms Networking Barometer 2020

ANSWER CHOICES	RESPONSES	
None	68.86%	188
Alliance for Continuing Education in the Health Professions (ACEhp)	0.00%	0
American Medical Writers Association (AMWA)	2.93%	8
Australasian Medical Writer's Association (AMWA)	0.00%	0
Committee on Publication Ethics (COPE)	0.73%	2
Drug Information Association (DIA)	0.73%	2
European Association of Science Editors (EASE)	0.00%	0
European Medical Writers Association (EMWA)	5.49%	15
Global Alliance for Medical Education (GAME)	0.00%	0
Good CME Practice Group (gCMEp)	0.37%	1
Healthcare Communications Association (HCA)	1.10%	3
International Society for Pharmacoeconomics and Outcomes Research (ISPOR)	1.83%	5
International Society of Medical Publishing Professionals (ISMPP)	22.71%	62
Medical Affairs Professional Society (MAPS)	4.40%	12
Medical Journalists' Association	0.00%	0
National Association of Science Writers (NASW)	0.00%	0
Pharmaceutical Marketing Society (PM Society)	2.93%	8
Society for Editors and Proofreaders (SfEP)	0.37%	1
World Association of Medical Editors (WAME)	0.00%	0
Other (please specify)	1.83%	5
Total Respondents: 273		

#	OTHER (PLEASE SPECIFY)	DATE
1	Chartered Institute of Marketing	1/27/2020 11:11 AM
2	British Pharmacological Society	1/14/2020 3:18 PM
3	RAPS	1/6/2020 7:18 PM
4	Royal Pharmaceutical Society	1/3/2020 9:49 AM
5	CMI - EADPP - GDPR institut	1/2/2020 12:35 PM

Q5 Which of the following specialist MedComms areas are you currently active in (tick all that apply)?

Answered: 273 Skipped: 0



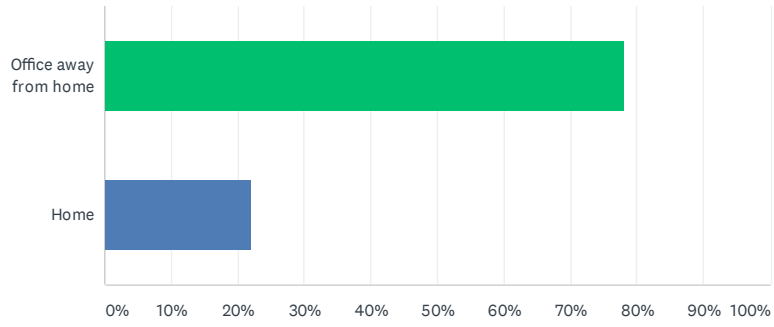
MedComms Networking Barometer 2020

ANSWER CHOICES	RESPONSES	
None - I don't work directly in MedComms	2.56%	7
Events - logistics management	16.85%	46
Events - scientific/medical programmes and content development	68.86%	188
Publications management	64.10%	175
Key Opinion Leader (KOL) / external expert profiling and identification	28.57%	78
Key Opinion Leader (KOL) / external expert management	36.63%	100
Strategic consultancy	49.82%	136
Market access / health outcomes	12.45%	34
Patient communications	35.16%	96
Digital solutions	40.29%	110
Social media programmes	12.82%	35
Continuing medical education and professional development (CME / CPD)	21.98%	60
Orphan drug communications	13.92%	38
Real World Evidence	27.11%	74
Promotional sales materials	25.64%	70
Internal company training activities (MSLs, Reps and others)	64.47%	176
Other (please specify)	3.66%	10
Total Respondents: 273		

#	OTHER (PLEASE SPECIFY)	DATE
1	Localisation	1/29/2020 5:25 PM
2	Congress coverage	1/28/2020 2:50 PM
3	Competitive Intelligence	1/27/2020 2:37 PM
4	Recruitment	1/9/2020 4:12 PM
5	Copyrights	1/8/2020 10:39 AM
6	Non-CME Medical Education	1/6/2020 11:24 AM
7	A large proportion of my role is BD	1/6/2020 9:45 AM
8	X	1/3/2020 8:45 PM
9	Content development for peer-reviewed publications and congress presentations	1/2/2020 6:57 PM
10	Agency training activities	1/2/2020 1:31 PM

Q6 Where do you work from primarily?

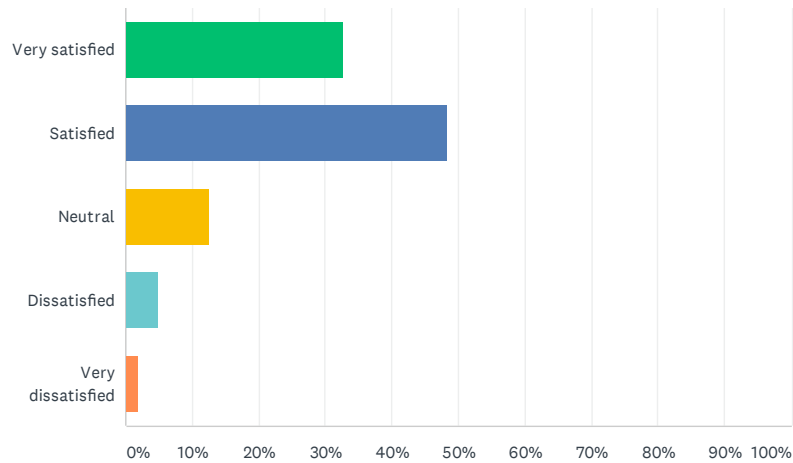
Answered: 273 Skipped: 0



ANSWER CHOICES	RESPONSES	
Office away from home	78.02%	213
Home	21.98%	60
TOTAL		273

Q7 How satisfied are you with your current job?

Answered: 273 Skipped: 0

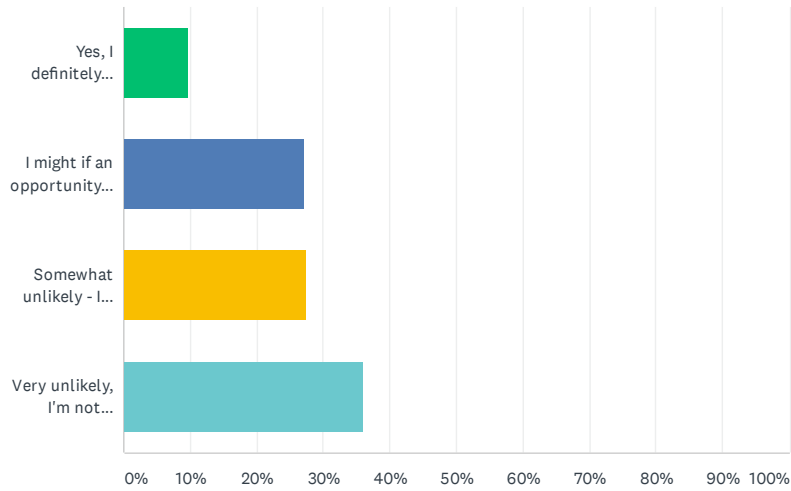


ANSWER CHOICES	RESPONSES
Very satisfied	32.60% 89
Satisfied	48.35% 132
Neutral	12.45% 34
Dissatisfied	4.76% 13
Very dissatisfied	1.83% 5
TOTAL	273

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	The job description does not meet reality. Feel I'm not being utilised to my full potential	1/12/2020 9:08 AM
2	I work in client services and it can be very pressured and stressful for a relatively low salary.	1/9/2020 4:40 PM
3	Toxic office environment, caused by incompetent account management	1/8/2020 3:02 PM
4	Poor definition of role; changing agency structure/management/ethos; change in my role without consultation/communication	1/2/2020 1:31 PM
5	Having been in the industry for <1 year, so far I am greatly enjoying it	1/2/2020 12:49 PM

Q8 How likely is it that you will look to change your employer in 2020 (freelancers, you are your own employer)?

Answered: 273 Skipped: 0

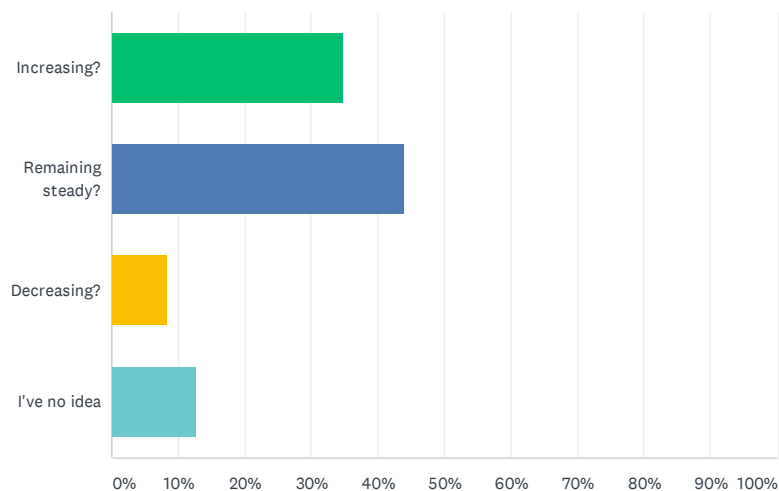


ANSWER CHOICES	RESPONSES
Yes, I definitely intend to move	9.52% 26
I might if an opportunity arises	27.11% 74
Somewhat unlikely - I doubt it	27.47% 75
Very unlikely, I'm not expecting to move	35.90% 98
TOTAL	273

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Own my company	1/27/2020 7:31 PM
2	I would like to go freelance	1/8/2020 3:02 PM
3	Considering going freelance, but concerned about the impact of IR35	1/7/2020 10:34 AM
4	Going freelance to better limit my hours	1/3/2020 10:53 AM
5	I start my new job in 1 months time	1/3/2020 9:51 AM
6	Intend to move to freelance	1/3/2020 9:49 AM
7	I'd only be interested in moving if I found an agency that withheld the same principles as my company and was closer to my family (shame all of MedComms in the UK is restricted to a couple of cities or at-home work)	1/2/2020 2:00 PM
8	I might consider a move later in my career, but not currently	1/2/2020 12:49 PM

Q9 From your own perspective, do you think the overall amount of MedComms activity that the Pharma/Healthcare/Biotech/Devices industry is outsourcing year on year is currently...

Answered: 273 Skipped: 0

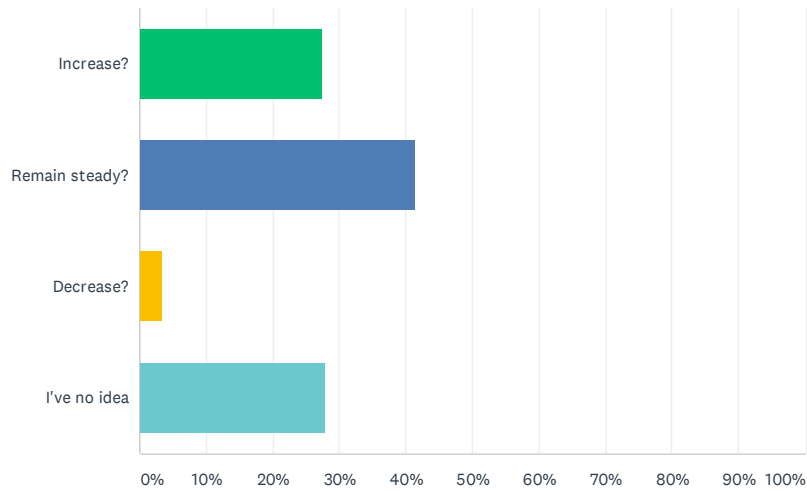


ANSWER CHOICES	RESPONSES
Increasing?	34.80% 95
Remaining steady?	43.96% 120
Decreasing?	8.42% 23
I've no idea	12.82% 35
TOTAL	273

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	From my own company's perspective yes, but i can't say elsewhere. IR35 is clearly an issue that is unfolding and in the immediate term may benefit a smaller agency such as ours.	1/30/2020 10:38 AM
2	It is decreasing because budgets are becoming ingreasingly tight.	1/9/2020 4:40 PM
3	IR35 fears	1/5/2020 3:28 AM
4	Only around 12 months into freelancing	1/2/2020 7:54 PM

Q10 From your own perspective, comparing 2020 vs 2019 do you think the overall amount of consolidation/M&A activity amongst MedComms agencies will...

Answered: 273 Skipped: 0

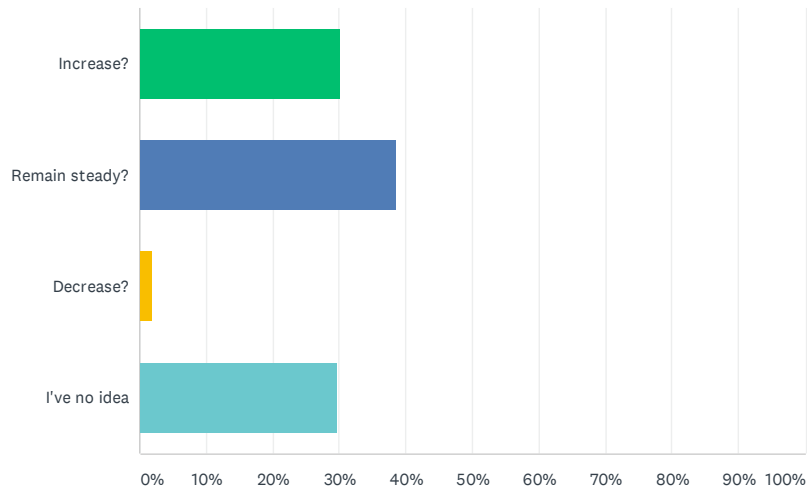


ANSWER CHOICES	RESPONSES
Increase?	27.47% 75
Remain steady?	41.39% 113
Decrease?	3.30% 9
I've no idea	27.84% 76
TOTAL	273

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Private equity is giving companies the option to remain stand alone rather than having to be acquired by a network.	1/27/2020 7:21 PM
2	Unsure what, if any, impact Brexit will have this year on our European business.	1/14/2020 3:18 PM
3	surely there are not many more to merge!	1/7/2020 1:55 PM
4	M&A activity? Peter, did you have this edited? ;-0	1/3/2020 9:51 AM
5	Don't know what consolidation/M&A is	1/2/2020 2:54 PM

Q11 From your own perspective, comparing 2020 vs 2019 do you think the overall amount of consolidation/M&A activity amongst Pharma/Healthcare/Biotech/Devices companies will...

Answered: 273 Skipped: 0

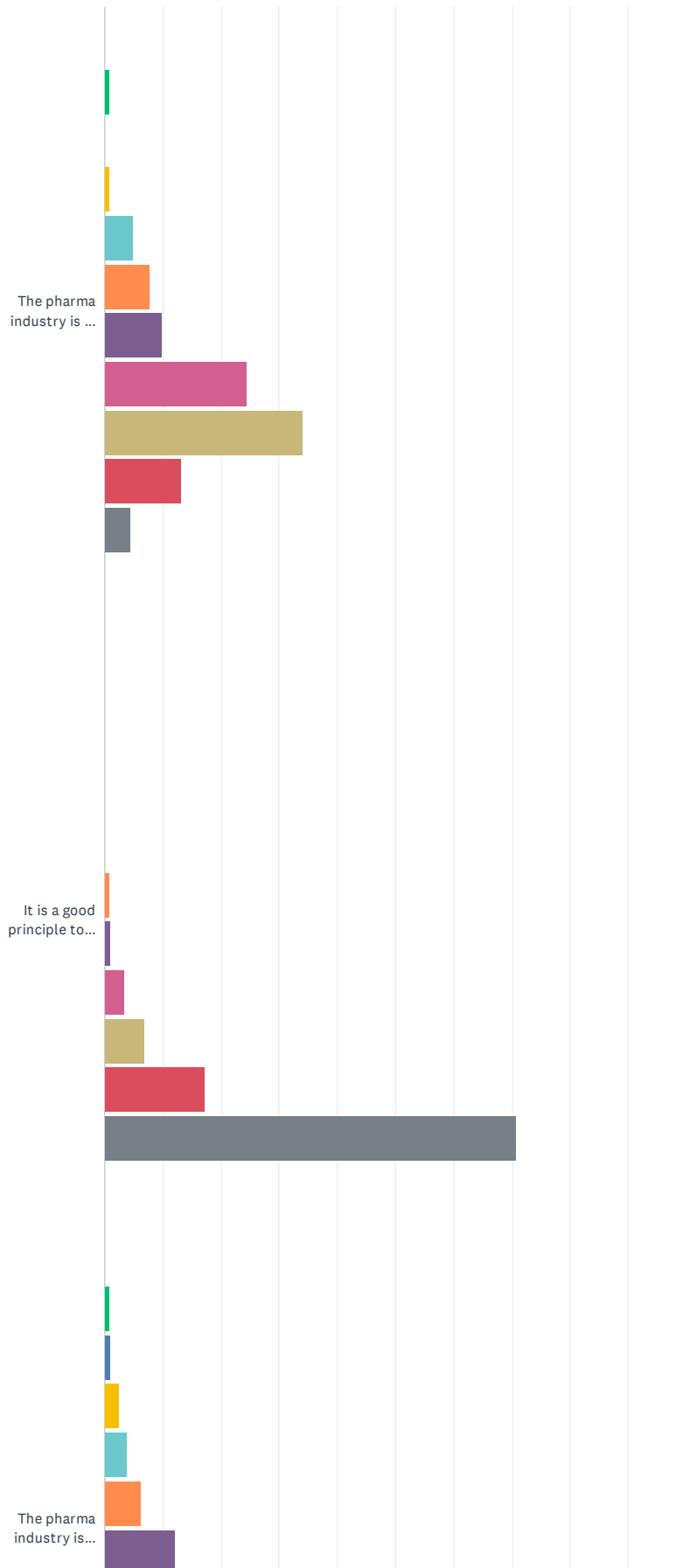


ANSWER CHOICES	RESPONSES
Increase?	30.04% 82
Remain steady?	38.46% 105
Decrease?	1.83% 5
I've no idea	29.67% 81
TOTAL	273

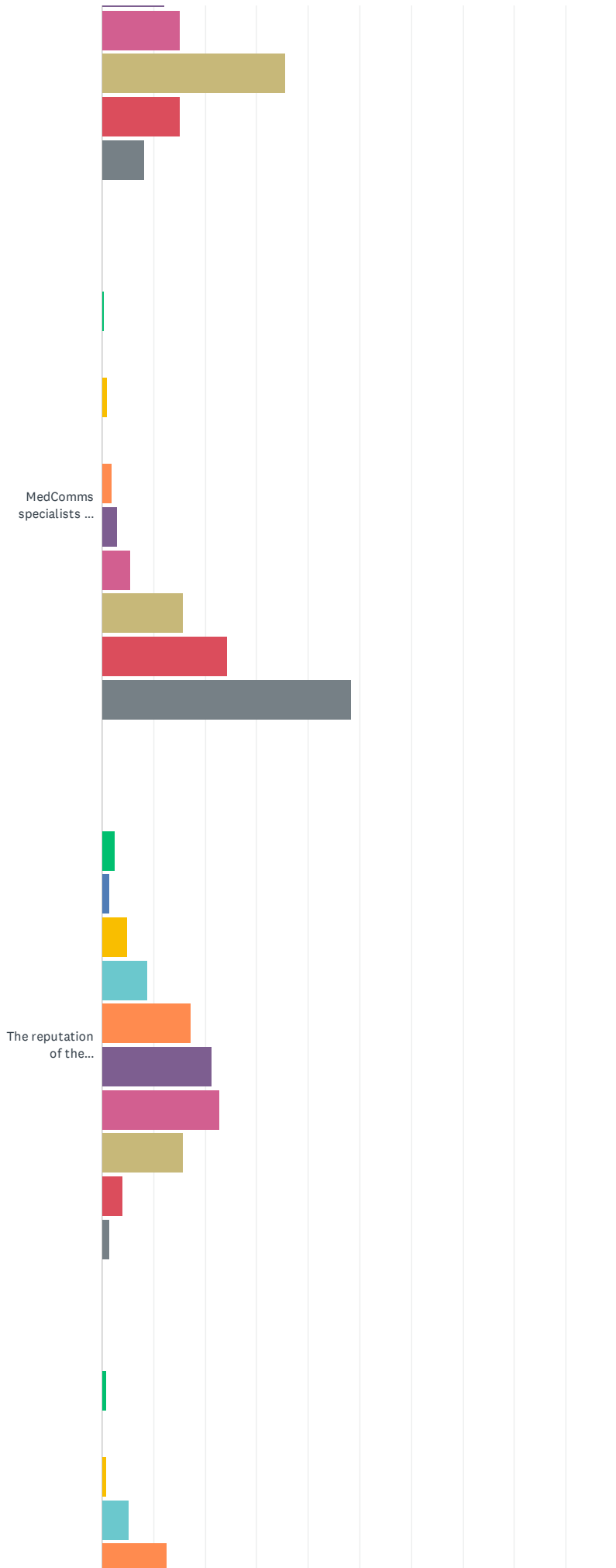
#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Unsure what, if any, impact Brexit will have this year on our European business.	1/14/2020 3:18 PM
2	Pharma will always seek to consolidate where they have gaps in their portfolio. They fear if they do not continue to grow in some way, they will fail	1/3/2020 1:05 PM
3	Don't know what consolidation/M&A is	1/2/2020 2:54 PM
4	M&A between big pharma and biotech will accelerate to allow the incorporation of new technologies such as gene therapy, RNAi, stem cells, etc into the larger organisation offerings and to fulfil the desire for increasingly personalised therapy.	1/2/2020 12:34 PM

Q12 How much do you agree with the following statements? Please answer from a personal viewpoint (read carefully - tick one answer for each statement).

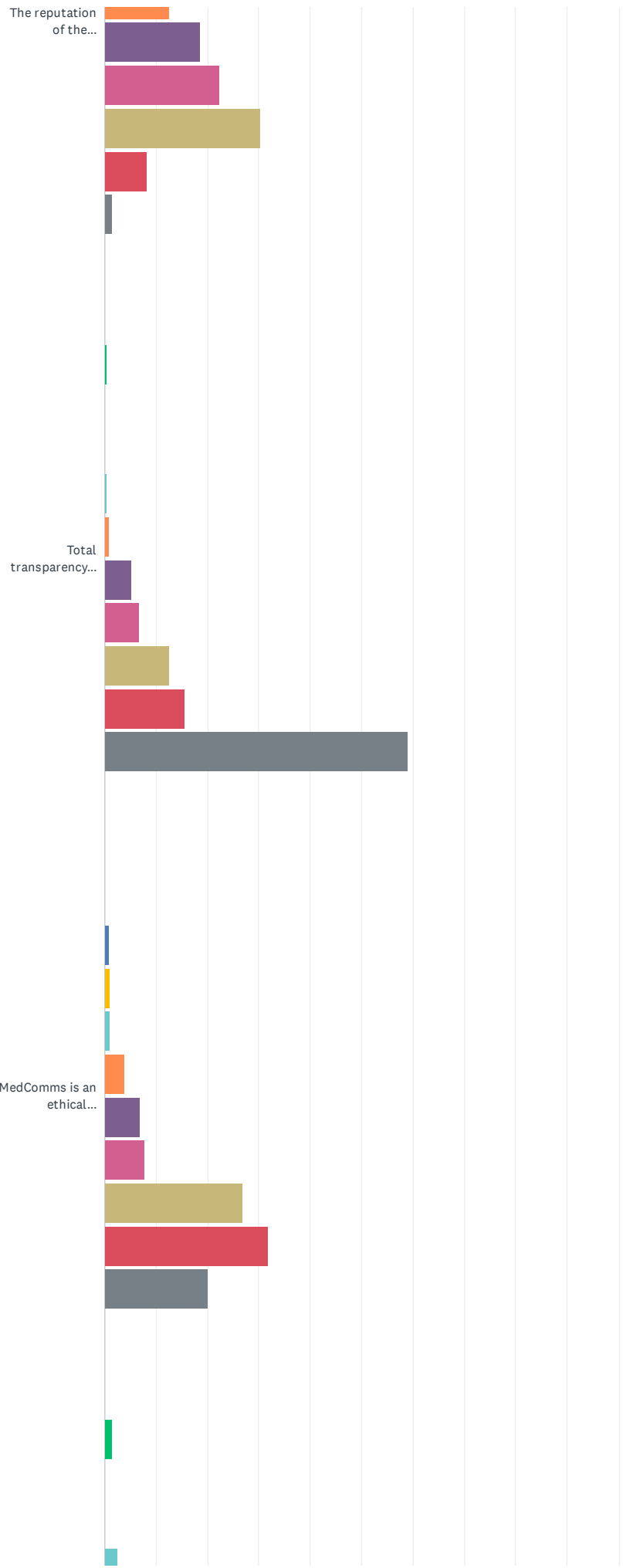
Answered: 273 Skipped: 0



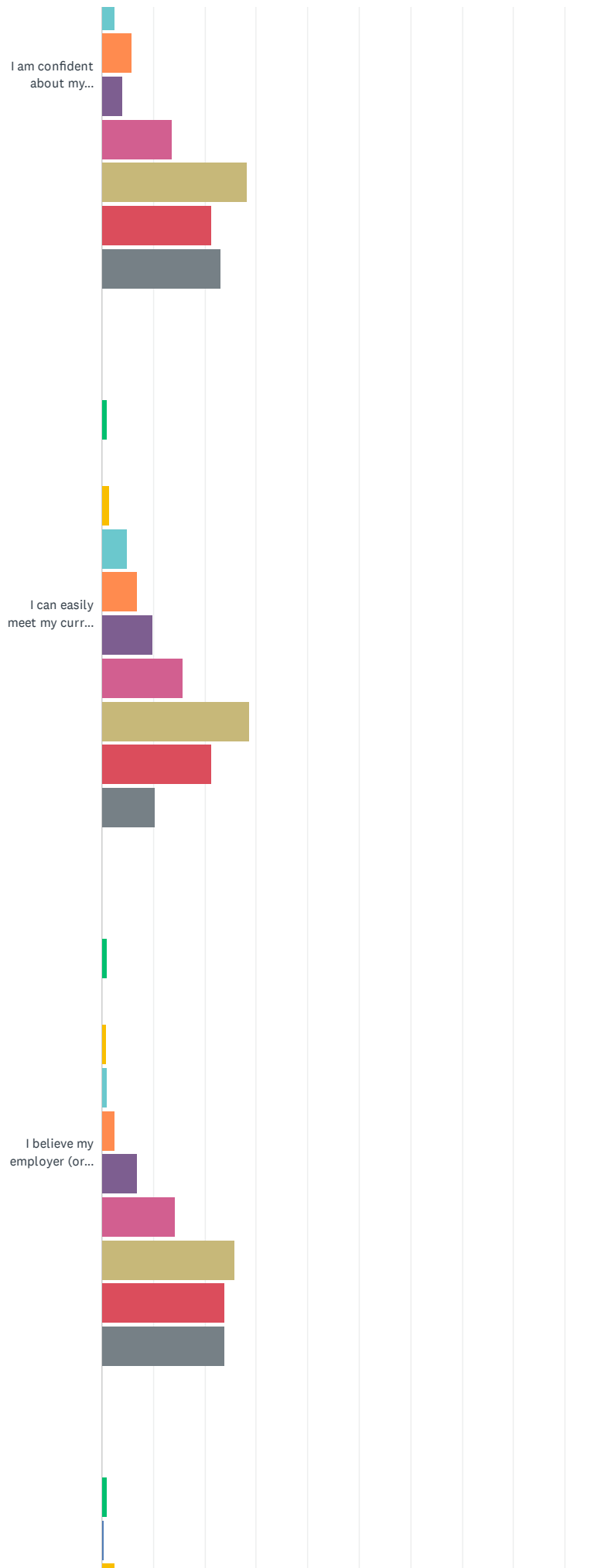
MedComms Networking Barometer 2020



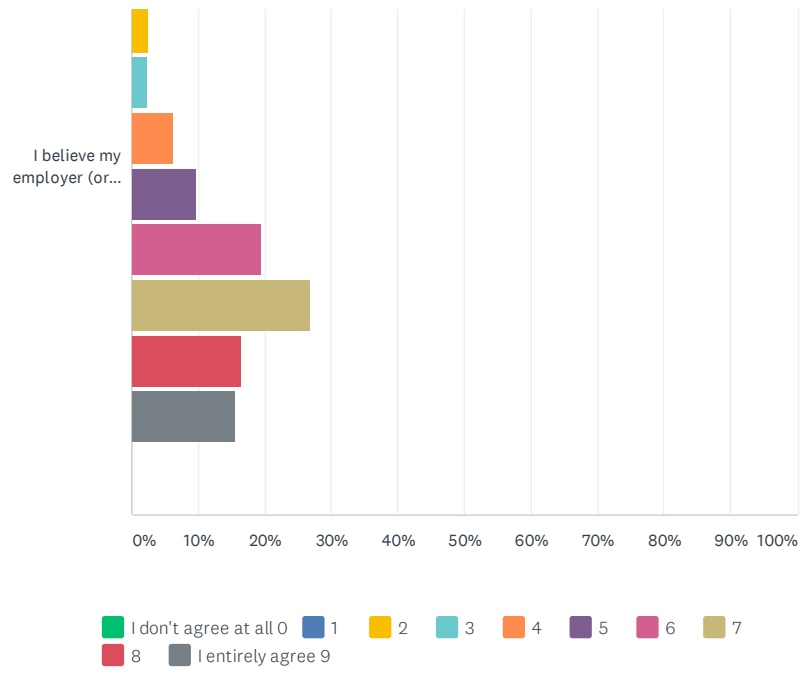
MedComms Networking Barometer 2020



MedComms Networking Barometer 2020



MedComms Networking Barometer 2020



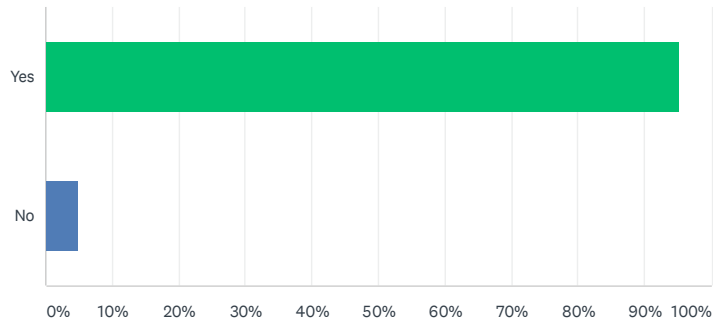
MedComms Networking Barometer 2020

	I DON'T AGREE AT ALL 0	1	2	3	4	5	6	7	8	I ENTIRELY AGREE 9	TOT
The pharma industry is a credible and trusted source of information about medicines	0.73% 2	0.00% 0	0.73% 2	4.76% 13	7.69% 21	9.89% 27	24.54% 67	34.07% 93	13.19% 36	4.40% 12	2
It is a good principle to aim at, to publish all clinical trial data for all products	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.73% 2	1.10% 3	3.30% 9	6.96% 19	17.22% 47	70.70% 193	2
The pharma industry is indeed striving to publish all clinical trial data for all products	0.73% 2	1.10% 3	2.56% 7	3.66% 10	6.23% 17	12.09% 33	15.02% 41	35.53% 97	15.02% 41	8.06% 22	2
MedComms specialists can play a direct role in ensuring pharma companies work to best practice standards	0.37% 1	0.00% 0	1.10% 3	0.00% 0	1.83% 5	2.93% 8	5.49% 15	15.75% 43	24.18% 66	48.35% 132	2
The reputation of the pharmaceutical industry is improving amongst the wider public	2.56% 7	1.47% 4	4.76% 13	8.79% 24	17.22% 47	21.25% 58	22.71% 62	15.75% 43	4.03% 11	1.47% 4	2
The reputation of the pharmaceutical industry is improving amongst healthcare professionals	0.73% 2	0.00% 0	0.73% 2	5.13% 14	12.45% 34	18.68% 51	22.34% 61	30.40% 83	8.06% 22	1.47% 4	2
Total transparency of financial arrangements between industry and healthcare professionals is a good principle to aim at	0.37% 1	0.00% 0	0.00% 0	0.37% 1	0.73% 2	5.13% 14	6.59% 18	12.45% 34	15.38% 42	58.97% 161	2
MedComms is an ethical business	0.00% 0	0.73% 2	1.10% 3	1.10% 3	3.66% 10	6.96% 19	7.69% 21	26.74% 73	31.87% 87	20.15% 55	2
I am confident about my personal financial future	1.47% 4	0.00% 0	0.00% 0	2.56% 7	5.86% 16	4.03% 11	13.55% 37	28.21% 77	21.25% 58	23.08% 63	2
I can easily meet my current training needs	1.10% 3	0.00% 0	1.47% 4	4.76% 13	6.96% 19	9.89% 27	15.75% 43	28.57% 78	21.25% 58	10.26% 28	2
I believe my employer (or in the case of Freelancers - I) will increase revenues in 2020 compared with 2019	1.10% 3	0.00% 0	0.73% 2	1.10% 3	2.56% 7	6.96% 19	14.29% 39	25.64% 70	23.81% 65	23.81% 65	2
I believe my employer (or in the case of Freelancers - I) will increase profitability in 2020 compared with 2019	1.10% 3	0.37% 1	2.56% 7	2.20% 6	6.23% 17	9.52% 26	19.41% 53	26.74% 73	16.48% 45	15.38% 42	2

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	I'm unsure my employer will increase revenues/profits because we are a small company struggling to recruit experienced staff	1/28/2020 11:57 AM
2	I'm not sure of the relevance for pharma to win over the "wider" public (not achievable).	1/27/2020 10:24 AM
3	In question 1, 'credible' and 'trusted' should be separate questions	1/27/2020 9:34 AM
4	In 25 years work with pharmaceutical companies, I have only known them to have rose-coloured spectacles when it comes to their product. They very very rarely provide information to healthcare professionals which is the Good, the Bad and the Ugly. Rather it is always the Good Place.	1/3/2020 1:05 PM
5	None	1/3/2020 10:02 AM

Q13 If asked, do you recommend MedComms to others as a worthwhile career option?

Answered: 273 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	95.24%	260
No	4.76%	13
TOTAL		273

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	I think the decision should rest with the individual, I'd be open and honest about the job: It can be tough, but rewarding, and you will never be out of a job - there's always positives and negatives, make an informed decision	1/28/2020 2:50 PM
2	Med Comms is a great industry to work in. It offers a path to stay in science without being tied to a lab. It should be more widely known and I think work at school level would help increase the number of people moving in to the industry	1/28/2020 11:12 AM
3	especially great for women as i find that it offers flex to wfh and work flexi hours so long as the work is done. More and more companies are getting on board with this and i think it's a great move for them to be part of	1/6/2020 3:31 PM
4	But bearing in mind that it can be stressful, and you must be able to take feedback well!	1/6/2020 9:47 AM
5	If you work hard the career progression is swift and salary bands are big. There is a very clear career path so easy to see where you are going and the work is varied and interesting.	1/3/2020 5:16 PM
6	For job security, it beats staying in academia. Unfortunately this is at the expense of work-life balance and autonomy, which should be explained when recommending MedComms as a career	1/2/2020 1:31 PM

Q14 Do you have any general comments at all to offer about the current state of the MedComms business, the Pharma industry, this survey or about life in general? All comments welcomed. Please remember the comments here will be made public.

Answered: 22 Skipped: 251

MedComms Networking Barometer 2020

#	RESPONSES	DATE
1	I wonder why levels of writers are not more standardized. For example, I feel like I've met medical writers that would be seniors at other companies (and vice versa). Would standardization help with staff turnover problems? (Why stay a medical writer at one place when you'd easily get a senior writer position elsewhere...?) Perhaps some way of uniformly grading/banding writers could help both sides of the equation...just a thought.	1/28/2020 2:50 PM
2	Ongoing challenge with work-life balance for majority of med comms employees. It is not surprising to me that many go freelance.	1/27/2020 11:11 AM
3	It's a high pressure environment where people are expected to overwork with reimbursement. The work is often unrewarding and clients are demanding	1/27/2020 10:08 AM
4	poor work life balance as clients expect you to respond regardless of time	1/27/2020 9:59 AM
5	Plenty of work out there, but not as many skilled providers as perceived by industry. Most industry clients have been let down by their suppliers on more than one occasion. Good people to recruit are rare	1/16/2020 12:34 PM
6	No	1/8/2020 1:40 PM
7	24/7 working, stressful deadlines and last minute pressures are the new normal - makes planning very difficult	1/7/2020 10:55 AM
8	There is some good research and work being done in the industry to improve the credibility of the industry and share best practice. It would be good to see more people getting involved with groups like this e.g. The PM Society Interest groups (Patient Engagement, Market Access, Industry Agency Relations etc.). Perhaps a partnership could be done with the medcomms networking community or webinars.	1/6/2020 12:32 PM
9	Pitching has become commonplace for small pieces of work. Procurement is driving down price, regardless of value add. This is crippling smaller agencies. We need to e dry pressure on pharma companies to behave ethically with their suppliers.	1/6/2020 11:48 AM
10	Industry to face some challenges this year with further Brexit uncertainty, IR35 changes, and the growing focus on drug pricing, but further company proliferation, new exciting research areas being funded, and medical affairs gaining yet more control over bigger budgets, I am confident that we and the industry will continue to grow in 2020!	1/5/2020 3:28 AM
11	I pray for all of us having to phase out our use of Zinc and get to grips with Veeva Vaults in 2020. What a pain! Otherwise, I think the state of med comms as a business is good, services are in demand, job security and wages feel good.	1/3/2020 5:16 PM
12	No	1/3/2020 10:02 AM
13	MedComms agencies continue to struggle to recruit high-calibre staff in all roles and this is becoming a limitation to the ability of some agencies to grow and meet client expectations.	1/3/2020 9:44 AM
14	There are professional organisations for editors and writers, but why is there not one for MedComms professionals? There's a lot of common ground despite the varied job roles, and it can be hard to get opportunities to see what's going on in the industry outside your immediate surroundings. There are also many common challenges that MedComms professionals face, and it can sometimes be hard to know where to turn for inspiration or advice. At those times you can feel like you're on your own, but I'm sure there are others in other agencies who are in very similar situations.	1/3/2020 8:48 AM
15	Satisfying client expectations (do more for less \$) and quicker project turnaround times (usually caused by poor planning), while allowing agency staff some measure of work/life balance, are essentially unsustainable, and also jeopardize agency profitability. Most clients have a poor grasp of the time and effort required to produce quality work.	1/2/2020 10:56 PM
16	Better known than when I joined. Poor consensus over where medcomms begins and ends, depending on who you talk to it can include or exclude pubs, patient materials, internal comms, PR or promotions. Med Ed slide decks are the only thing everyone seems to agree on.	1/2/2020 7:02 PM
17	I have looked around at a few roles in 2019 and I have been quite shocked at the writing tests that are being churned out, often with unreasonable deadlines for completion, poor briefs and many hours of work. When you are interested in finding out if a role might be suitable for you, having this as a hurdle as well can be very off-putting. One agency writing test has put me off ever applying for a job there again, which should be concerning as it's always very challenging to recruit writers.	1/2/2020 1:46 PM
18	I'm somewhat anxious what Brexit will bring for the industry	1/2/2020 1:42 PM
19	The UK is doomed...	1/2/2020 1:31 PM
20	Pharma, and Med comms, is still stuck in an out-dated neoliberalism mindset, which needs to change.	1/2/2020 1:22 PM
21	?	1/2/2020 12:33 PM
22	n/a	1/2/2020 12:29 PM

Q15 What, if any, thoughts have you about topics you would like to see covered by MedComms Networking events over the coming 12 months? All suggestions welcomed. Please remember the comments here will be made public.

Answered: 24 Skipped: 249

#	RESPONSES	DATE
1	Workshop facilitation, how to train medical writers - perhaps aiming to a universal baseline standard, like a more junior version if CMPP	1/28/2020 4:22 PM
2	A course/collaborative event on how to design engaging workshops would be good! (A workshop about workshops, very meta!)	1/28/2020 2:50 PM
3	Well being, mental health, work life balance, compliance awareness and training	1/27/2020 10:08 AM
4	I think I made this recommendation last year, but careers guides for people who do not come from academia, eg BSc graduates and those moving from other professions	1/27/2020 9:17 AM
5	Medcomms and Brexit. (Sorry.)	1/25/2020 2:12 PM
6	Suggestions for advancing knowledge and career. For example, useful reading and courses.	1/20/2020 1:56 PM
7	Complex statistics - propensity scores, network meta-analysis multiple-criteria decision analysis etc.	1/16/2020 12:34 PM
8	IR35 and working with contractors	1/14/2020 2:45 PM
9	Social media update	1/9/2020 3:12 PM
10	Professional memberships (discounts, offers, etc)	1/8/2020 1:40 PM
11	Welfare, time management, conflict management	1/7/2020 10:55 AM
12	The impact of IR35 on freelance workers	1/7/2020 10:34 AM
13	Ethical pharma ... partnering transparently with their agencies.	1/6/2020 11:48 AM
14	Compliance - especially wrt. patient engagement activities	1/6/2020 9:46 AM
15	Less focus on publications - I have done 1 solitary paper in 5 years as have many others. It would be interesting to discuss ideas for events & particularly how events can be less wasteful given the climate crisis - fewer flights, food wastage, less print material going straight in the bin etc.	1/3/2020 5:16 PM
16	No	1/3/2020 10:02 AM
17	MedComms is a difficult business, and there can be a lot of reinventing the wheel. Without compromising intellectual property or competitive advantage, it would be great to have more sharing of know-how in terms of helping everyone in the industry to learn from each other about how to do things well in a way that is conducive to a healthy career. A lot of people get burnt out putting in a lot of hours over time, and that's a real shame as they're generally the best people. How can we prevent that happening?	1/3/2020 8:48 AM
18	Hyphens and dashes. Would one symbol make life easier for everyone? Designing Comms that actually change behaviour. Knowing your audience. Examples of great audience-specific tweaks that help reach a key HCP. The clients' view, what are clients looking for in an agency, how do you get their attention. What wins or loses a pitch from their perspective.	1/2/2020 7:02 PM
19	Impact of AI; Digital trends among journals; Trends for journals to require Plain language summaries; Social media usage.	1/2/2020 2:23 PM
20	Life in MedComms outside the UK and USA (i.e. rest of Europe/other parts of the world)	1/2/2020 1:42 PM
21	What do agency staff look for in an employer? We talk a lot about what the agencies want, but in a (good) candidate's market, surely we should be looking at what agencies can, and do, offer their staff. I'm not talking the usual, generic waffle about work-life balance, great colleagues etc - some honest differentiators that employers are willing to be accountable for delivering on are needed.	1/2/2020 1:31 PM
22	Still haven't seen any initiatives from dinosaur publishing houses to unify their activities (standardise manuscript submission requirements, formatting, styling, peer-reviewing, etc), all with the aim of speeding up scientific exchange. Nor has there been any initiative to standardise costs of permission requests.	1/2/2020 1:22 PM
23	the role of strategic support in the pharma industry Compliance in the pharma industry and what to be aware of	1/2/2020 12:58 PM
24	n/a	1/2/2020 12:29 PM